IMPACT OF MASS MEDIA ON MODERNIZATION AND VOCATIONAL PREFERENCES OF SENIOR SECONDARY SCHOOL STUDENTS

A

SYNOPSIS

Submitted to the Himachal Pradesh University, Shimla

in partial fulfillment of the requirement

for the degree of

DOCTOR OF PHILOSPHY

IN

EDUCATION (2013)

Superviser

Dr. Kartar Singh Thakur

Professor, ICDEOL

Investigator

ParulPandit

FACULTY OF EDUCATION

HIMACHAL PRADESHUNIVERSITY,SUMMER HILL, SHIMLA-171005

INTRODUCTION

"Time and world do not stand still. Change is the law of life. And those who look only to the past or present are certain to miss the future"

Kennedy F. John

CONCEPT OF MASS MEDIA

Change is a process by which future invades in our life and it is important to look at it closely, not merely from the grand perspective of history but also from vintage point of the living, beating the individual who experience it. Mass media useplays an important role in bringing change through modern electronic technique and technologies. Really mass media useare the educational medium for the mass and mass education. Irrespective of caste, colour, geographical, sociological, economical diversities mass media useproves as an important mean for the education. Mankind gets a great deal of information from the widespread mass media usei.e. newspapers, TV, radio, magazines, journals, films, etc. It is estimated that mass media usemay substitute the real classroom teaching in future. Print media has always been a dominant medium throughout the decades in the western civilization; it is the emergence of the TV which has become the backbone of the global commercial development. Mass media useplays an important role in providing vocational information to large group of community. It is considered as a main source of information on political issues or current affairs as well as the source of entertainment.

CONCEPT OF MODERNIZATION

Universe as a whole is undergoing a change. Change is the law of nature. Change takes place everywhere in life i.e. in social, cultural, economic as well as political fields. The application of new knowledge and technology in every field of production, consumption, thinking and action is called modernization. Education plays an important role in modernization. In modern society, the quantum of knowledge is too vast and the rate of growth is too slow. So education keeps pace with the progress of knowledge and teaches the students to acquire such knowledge. Almond and Coleman (1960) had regarded the penetration of the media of mass

communication as a modernizer. Weiner (1966) writes that communication is one of the instrument for modernizing man's values and attitudes.

CONCEPT OF VOCATIONAL PREFERENCES

It has been hypothized that more is the advancement and modernization more will be the need for vocational preference. Carrier planning is very essential for peaceful living and quality of life therefore, every youth with the attainment of legal right of adulthood should be very careful about the selection of one's vocation so that it may suited one's fully and he feels work satisfaction and the earning of money according to his needs. So vocational preference means the occupation for which an individual has preference from among the alternatives. In today's world of competition and the fast technological development, students should have high morale for learning the subject matter with the broadened outlook in large perspective only then they can achieve their mission and this will promote effectiveness, competency, satisfaction, planning and rightful thinking.

The role of parents is also considered to be an important in deciding their proper carrier planning and act united for the integrated development of the children and the quality of their interpersonal relationship is certainly a great landmark of child's best carrier and his lifelong development.

REVIEW OF RELATED LITERATURE

Jayapoorni (1982) found that a majority of students (84%) preferred neural science, mathematics and English. Boys showed interest in engineering job, girls preferred to work as doctors. Both girls and boys develop their vocational interest between 13-15 years of age.

Rogers (2001) conducted a study on 'Mass media useExposure and Modernization among Columbian Peasants' which relates this exposure to prior literacy, education, social status, age and cosmopolitans.

Fog (2004) conducted a study on 'The supposed and real role of mass media usein modern democracy' which revealed that how the media in turn influence the political climate and the democratic process in modern democracies.

Bonde (2005) conducted a study on 'Media and communication in conflict prevention and peace building' which revealed that media plays important role to prevent conflicts and build peace, such as content, media structure, capacity building and ethics of journalism.

Chuanqi (2006) conducted a study on 'The Model and Principles of the Modernization' which reveals the roadmap of human civilization process, and also the four evaluate models and principles of the modernization.

Nwankwo (2011) conducted a study on 'Role of mass media usein preventing human rights' which revealed that why the media decide to include human rights coverage as a part of their programmes as well as the portrayal of human rights element in such programmes.

Ready et al. conducted a study on 'Vocational education preferences and interests of the Indian undergraduate students'. The study identifies the priorities of vocational educational courses and interests of Indian undergraduate students. The study was conducted in S. V university area covering 300 undergraduate students of arts, commerce and science stream.

A field work was done on 'Attitude towards vocational education and training (2011) by Directorate- General Education and Culture and co-ordinate by Directorate- General for communication.

Thinly conducted a study on 'Cultural maintenance and promotion' which revealed that the role of print media in providing space for knowledge and discourse.

NEED AND SIGNIFICANCE OF PROBLEM

Since universe as a whole is undergoing a change i.e., the change in every walk of life for the society. A closer look at the member of a society reveled regularity, stability and resistance in their values, beliefs, attitude and behavior. India is undergoing continuous change in every sphere of work. This change is mainly due to mass media. Mass media usebrings changes in people's beliefs, attitude and behavior. Due to change in the society there is change in the vocational preferences of students. The modern youth finds him at the crossroads, not knowing which course to follow, which path to follow. He is need of right guidance to get out of

confusion so that he can make the best use of his capabilities. Keeping these changes in mind, the investigator took this problem.

STATEMENT OF THE PROBLEM

IMPACT OF MASS MEDIA USEON MODERNIZATION AND VOCATIONAL PREFERENCES OF SENIOR SECONDARY SCHOOL STUDENTS.

OBJECTIVES OF STUDY

1. To develop and standardize a scale to measure the impact of Mass media use on senior secondary school students.

1. To study the modernization of senior secondary school students with respect to :

a) Gender

b) Stream

c) Print- Media use

3. To study two factor interaction effect of:

Gender, Stream, Print- Media use

on the modernization of senior secondary school students

4. To study three factor interaction effect of:

Gender, Stream and Print Media use on the modernization of senior secondary school students.

5. To study the modernization of senior secondary school students with respect to:

a) Gender

b) Stream

c) Non- Print Media use

6. To study two factor interaction effect of:

Gender, Stream, Non- Print Media use

on the modernization of senior secondary school students.

7. To study three factor interaction effect of:

Gender, Stream and Non- Print Media use on the modernization of senior secondary school students.

8. To study the modernization of senior secondary school students with respect to:

a) Gender
b) Stream
c) Mass- Media use

9. To study two factor interaction effect of:
Gender, Stream, Mass- Media use
on the modernization of senior secondary school students

10. To study three factor interaction effect of:

Gender, Stream and Mass- Media use on the modernization of senior secondary school students.

11. To study the Vocational Preferences of senior secondary school students with respect to:

a) Gender
b) Stream
c) Print- Media use

12. To study two factor interaction effect of:
Gender, Stream, Print- Media use
on the Vocational Preferences of senior secondary school students.

13. To study three factor interaction effect of:

Gender, Stream and Print Media use on the Vocational Preferences of senior secondary school students.

14. To study the Vocational Preferences of senior secondary school students with respect to:

a) Gender

b) Stream

c) Non- Print Media use

15. To study two factor interaction effect of:
Gender, Stream, Non- Print Media
on the Vocational Preferences of senior secondary school students

16. To study three factor interaction effect of:

Gender, Stream and Non- Print Media use on the Vocational Preferences of senior secondary school students.

17. To study the Vocational Preferences of senior secondary school students with respect to :

a) Gender

b) Stream

c) Mass- Media use

18. To study two factor interaction effect of:
Gender, Stream, Mass- Media use
on the Vocational Preferences of senior secondary school students

19. To study three factor interaction effect of :

Gender, Stream and Mass- Media use on the Vocational Preferences of senior secondary school students.

HYPOTHESES OF THE STUDY

1. There will be significant difference in the modernization of senior secondary school students with respect to:

a) Gender

b) Stream

c) Print Media use

2. There will be significant two factor interaction effect of:
(a) Gender and Stream (b) Gender and Print- Media use (c) Stream and Print- Media use

on the modernization of senior secondary school students.

3. There will be significant three factor interaction effect of:

Gender, Stream and Print- Media use on the modernization of senior secondary school students.

4. There will be significant difference in the modernization of senior secondary school students with respect to:

a) Gender
b) Stream
c) Non- Print Media use

5. There will be significant two factor interaction effect of:
a) Gender and Stream (b) Gender and Non Print- Media use (c) Stream and Non Print- Media use
on the modernization of senior secondary school students.

6. There will be significant three factor interaction effect of:

Gender, Stream and Non Print- Media use on the modernization of senior secondary school students.

7. There will be significant difference in the modernization of Senior Secondary school students with respect to:

a) Gender
b) Stream
c) Mass media use

8. There will be significant two factor interaction effect of:
a) Gender and Stream (b) Gender and Mass- Media use (c) Stream and Mass- Media use on the modernization of senior secondary school students.

9. There will be significant three factor interaction effect of:

Gender, Stream and Mass- Media use on the modernization of senior secondary school students.

10. There will be significant difference in the Vocational Preferences of senior secondary school college students with respect to:

a) Gender
b) Stream
c) Print Media use

11. There will be significant two factor interaction effect of:
a) Gender and Stream (b) Gender and Print- Media use (c) Stream and Print- Media use on the Vocational Preferences of senior secondary school students.

12. There will be significant three factor interaction effect of:

Gender, Stream and Print- Media use on the Vocational Preferences of senior secondary school students.

13. There will be significant difference in the Vocational Preferences of college students with respect to:

a) Gender
b) Stream
c) Non- Print Media use

14. There will be significant two factor interaction effect of:
a) Gender and Stream (b) Gender and Non Print- Media use (c) Stream and Non Print- Media use
on the Vocational Preferences of senior secondary school students.

15. There will be significant three factor interaction effect of:

Gender, Stream and Non Print- Media use on the Vocational Preferences of senior secondary school students.

16. There will be significant difference in the Vocational Preferences of college students with respect to:

a) Gender
b) Stream
c) Mass media use

17. There will be significant two factor interaction effect of:
a) Gender and Stream (b) Gender and Mass- Media use (c) Stream and Mass- Media use on the Vocational Preferences of senior secondary school students.

18. There will be significant three factor interaction effect of:

Gender, Stream and Mass- Media use on the Vocational Preferences of senior secondary school students.

DELIMITATIONS OF THE STUDY

The delimitation becomes an essential part of any study in research work, because the field of investigation is varied and limitless. So it is necessary to delimit its scope. For the convenience of a researcher:-

1. The study will be delimited to the Una and Kangra District of Himachal Pradesh.
2. The study will be restricted to the male and female students of Science, Arts and Commerce streams.

DEFINITIONS OF KEY TERMS USED

1. **Mass Media:** Mass media use refers to print and non print means of communication that involves print and non print media.

2. **Print Media:** Refers to a physical object such as a newspaper, book, pamphlet or comics to distribute their information.

3. **Non Print Media:** Refers to the sources where information is available in non conventional form i.e. T.V, Radio, and Internet etc.

4. **Modernization:** Refers to a model of a evolutionary transition from 'pre-modern' or 'traditional 'to a 'modern society'.

5. **Vocational preferences:** Vocational preferences means the occupation for which an individual has preference from among the alternatives available

6. **Gender:** Male and female senior secondary school students.

7. **Stream:** The Stream of study, which the students have opted at senior secondary level, i.e. Arts, Science and Commerce group.

8. **Senior Secondary School Students:** Refers to the students who are studying in 10+1 and 10+2 class.

PLAN AND PROCEDURE

Population: A population refers to any collection of specified group of human beings and non human being entities. To conduct this study tool will be used on male and female college students of different streams.

Sample: A sample must be true representative of the entire population and it must provide the whole information about the population. A sample of 900 students {450 male (150arts, 150 sciences, 150 commerce streams} and {450 female (150arts, 150 sciences, 150 commerce) streams } will be selected randomly.

TOOLS TO BE USED:

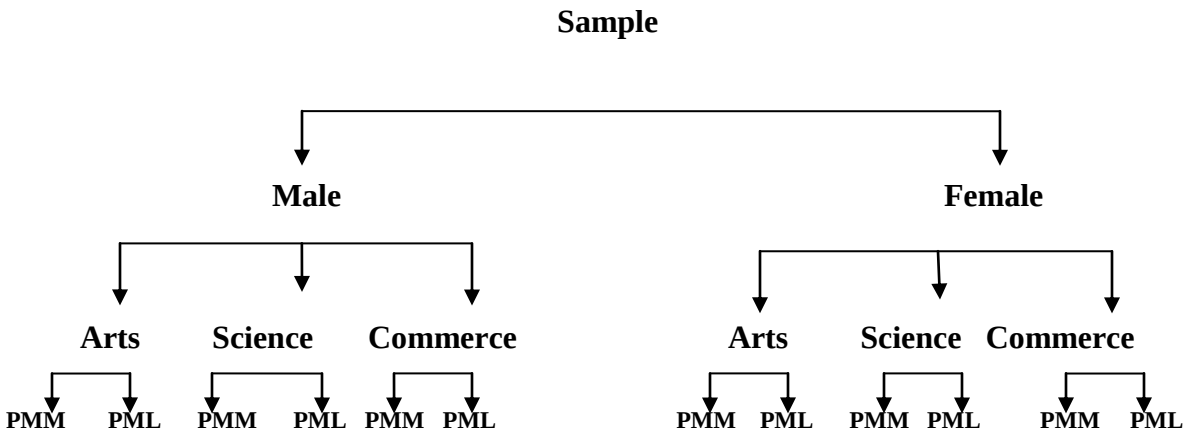
1 A scale on Mass media use will be developed and standardized by the investigator herself.

2 Comprehensive Modernization Inventory (CMI) by Ahulwalia, S.P and Kalia, A.K. will be used.

3 A tool on Vocational Preferences constructed by Bhargava, V. and Bhargava, R (2001) will be used.

STATISTICAL TECHNIQUE USED: In the present study survey method of research following ex-post-facto research design will be used in the conduct of study. The Analysis of Variance (2X3X2 factorial design) will be used.

LAY OUT OF THE RESEARCH DESIGN:



PMM- Print Media Preferred More, PML- Print- Media Use Preferred Less

Same design will be followed for Non-Print Media, Mass-Media and Vocational Preferences.

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APPENDICES